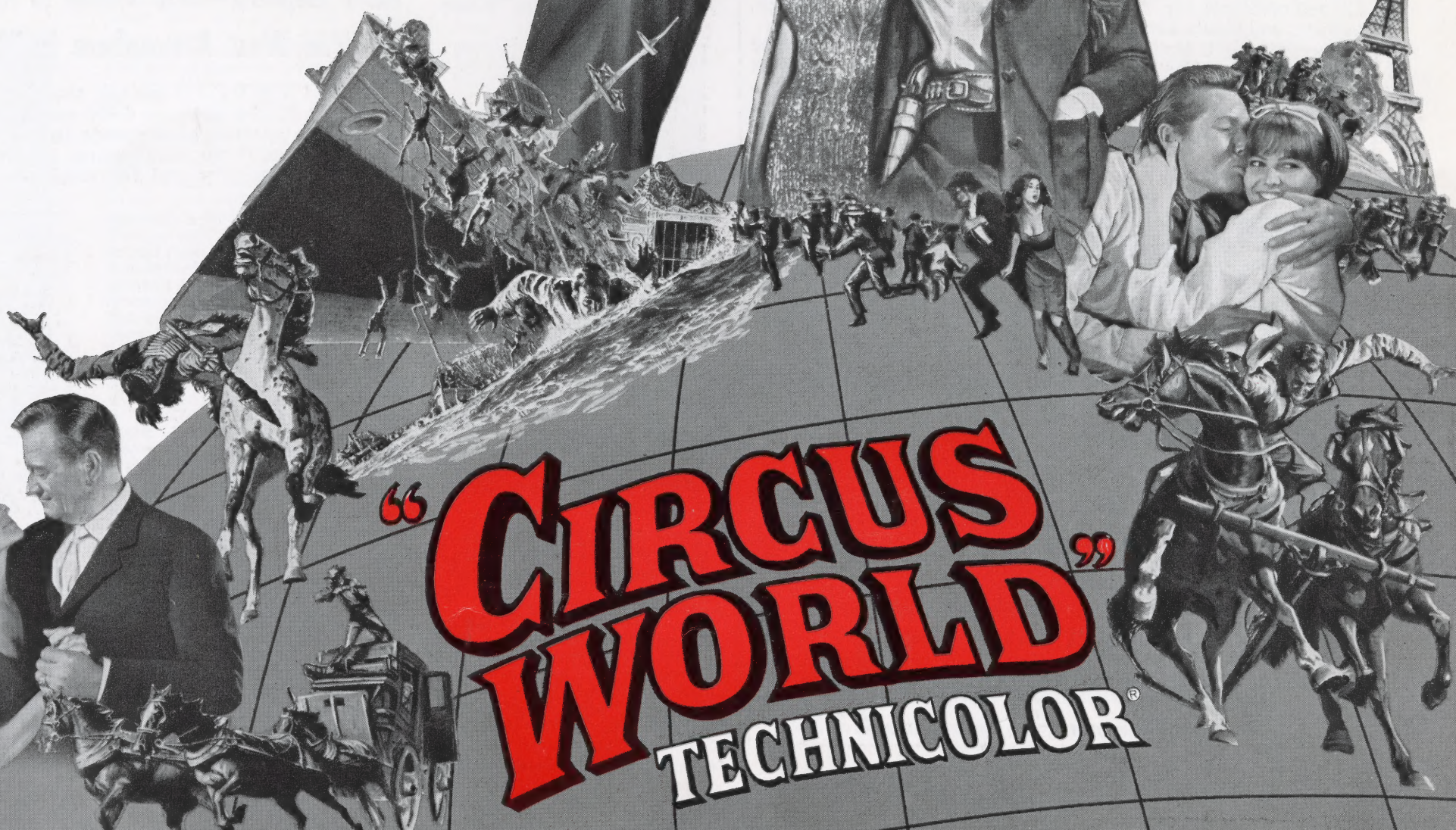


Paramount Press Book and  
MERCHANDISING MANUAL



# ALL WAYNE AND A WORLD WIDE!



“CIRCUS  
WORLD”  
TECHNICOLOR®

# PUBLICITY

## SYNOPSIS

of "CIRCUS WORLD"

It is the golden age of excitement, half a century ago, when American impresario, Matt Masters (JOHN WAYNE), decides to take his rambling Wild West Show to Europe. His decision is swayed by the haunting desire to find Lili Alfredo (RITA HAYWORTH), who disappeared fourteen years earlier following the death of her husband, The Flying Alfredo. Lili had been in love with Matt, and it was believed at the time that Alfredo deliberately dove to his death when he realized his wife did not love him. Toni (CLAUDIA CARDINALE), the beautiful young performer raised by Matt, is actually Lili's daughter. She is infatuated with Steve McCabe (JOHN SMITH), one of the stars of Matt's Wild West Show.

Giving their first performance on a ship while docked in Barcelona, a mishap hurls a trapeze performer into the water. The huge crowd surges to one side to see the performer in the water and causes the ship to keel over. In the chaotic pandemonium that follows, no lives are lost, but the disaster causes the untimely closing of the show.

Matt, now broke, leaves for Paris with Toni, Steve, and his long-time friend, Cap (LLOYD NOLAN), to seek a job with Colonel Purdy's Wild West Show. After being hired, Matt secretly plans to put together his own show and signs up acts for his dreamed-of European tour slated for the following year.

First to be signed is a remarkable wire-walking act by Giovana (KATHARYNA), a 12-year-old girl, and her guardian, Tojo, the Clown. Tojo is Aldo Alfredo (RICHARD CONTE), formerly of the Flying Alfredos.

Now with his own show, Matt searches for Lili in Brussels, Vienna, Prague, Copenhagen, Rome, Milan, and finally, Madrid. At one of the final performances, Lili is in the audience. Tears blur her vision as she watches Steve and her lovely daughter, whom she has not seen since childhood. Cap notices Lili and tells Matt. At a reunion between Lili and Matt, after fourteen years, Lili insists on leaving until she is worthy of being Toni's mother.

At the winter quarters in Toledo, Spain, the romance between Toni and Steve blooms, but Matt accuses Steve of trying to use Toni as a leverage to become his partner.

Lili returns and gets a job with Matt's Show without Toni knowing her identity. Neither Lili nor Matt realize that Tojo, the Clown, who knows her real identity, is a menace.

In Vienna's Prater Gardens, Lili's identity and her husband's suicide is revealed to Toni by Tojo. Matt then forces Toni, heartbroken and hysterical, to listen to the truth . . . that Lili did not love her father and had begged him for a divorce.

Suddenly, there are screams, "Fire! Fire!" Matt and the performers fight to save the Big Top. Toni and Lili climb dangling ropes together and, after helping to save part of the canvas, Toni turns to Lili and embraces her. Steve comes up, puts his arms around both of them, and Matt's blackened face breaks into a smile.

The next night, Matt's show opens despite the fire. The packed house hears Matt Masters announce the new name of the Wild West Show—the Masters and McCabe Combined International Circus—and calls attention to "the two beautiful and brilliant ladies of the trapeze—Lili Masters and her daughter, Toni McCabe."

## CAST

Matt Masters	JOHN WAYNE
Toni Alfredo	CLAUDIA CARDINALE
Lili Alfredo	RITA HAYWORTH
Cap Carson	LLOYD NOLAN
Aldo Alfredo	RICHARD CONTE
Steve McCabe	JOHN SMITH
Emile Schuman	HENRI DANTES
Mrs. Schuman	WANDA ROTH
Giovana	KATHARYNA

**RUNNING TIME: 131 MINUTES**

## CREDITS

Producer, Samuel Bronston; Director, Henry Hathaway; Executive Associate Producer, Michael Waszynski; Music by Dimitri Tiomkin; Screenplay by Ben Hecht, Julian Halevy and James Edward Grant; Original story by Philip Yordan and Nicholas Ray; Costumes by Renie; Edited by Dorothy Spencer.

**PARAMOUNT PRESS BOOK  
AND  
MERCHANDISING MANUAL**

## John Wayne Blazes A Trail Across Europe In "Circus World" A Wild West Show Loaded With Action And Excitement

From "The Big Trail," to a western saga across half of Europe; that's the star blazed trail of John Wayne, whose first real break was playing a rugged pioneer hero in a tale about the early American West. Although Wayne has taken time out for a change of pace from gunslinging roles to play a variety of parts, including a jet pilot, a seaman in O'Neill's "The Long Voyage Home," as well as a two-fisted fighting Marine, he's portraying a different type of character in the new Samuel Bronston production, "Circus World," a Paramount release which opens . . . . . at the . . . . . Theatre.

As a wild western impresario, he'll be seen riding hell-bent-for-leather, since besides running a troubled circus through Europe, Wayne participates in bold and daring life-death clinches.

Although the exotic European atmosphere is a departure from his more familiar characterization, Wayne nevertheless was not only enthusiastic about the Ben Hecht-Julian Halevy script, but also the fact that Henry Hathaway was set as director. Wayne and Hathaway had made two pictures together previously.

"When an actor and a director have worked together, it makes things a lot easier," Wayne observed. "We didn't need to go through that difficult phase of getting used to each other. I didn't have to get to know Henry's directorial style; he knows my capabilities, and what's really important,—how to get the most out of them."

Wayne, or "Duke," as he is generally called, took a keen interest in every aspect of "Circus World," including not only the casting of his co-stars, Claudia Cardinale, Rita Hayworth, Lloyd Nolan, Richard Conte and John Smith, but also smaller roles as well.

An exceptional note goes to a young girl billed as 'Katharyna,' who plays a significant role of a wire-walker in the film. Wayne enthusiastically asserts, "We all felt that Katharyna has every chance of becoming a very important teen-age actress after other producers see her in the film."

Thus spoke the prophet as well as the actor, John "Duke" Wayne.



Still # CW-160

Mat 2-A

**TWO GENERATIONS TAKE A BOW**—Lovely Claudia Cardinale plays the daughter of equally glamorous Rita Hayworth in Samuel Bronston's exciting Wild West adventure "Circus World," a Paramount release which opens . . . . . at the . . . . . Theatre. John Wayne, always a man of action, does dare-devil stunts in this thrilling Technicolor production which leads the troupe half-way across Europe. Directed by Henry Hathaway, "Circus World" also includes Lloyd Nolan, Richard Conte and John Smith as part of its brilliant cast.

## Have Elephant—Will Travel Is Key To Wild West Atmosphere In "Circus World"

Around 216 B.C., Hannibal, the Carthaginian, crossed the Alps with 20,000 infantry, 6,000 cavalry and what amounted to a veritable battalion of elephants, to start the second Punic War against Rome. It was rough going, not only for the foot soldiers but for the cavalry and the elephants as well, through the Alpine pass.

In 1963, an Army of a different kind crossed the Alps. They weren't on the move to wage a war, but to lend men, equipment, and elephants to the making of a motion picture. This vast assemblage is the famous Althoff Circus, owned and directed by Franz Althoff, who had contracted with film producer Samuel Bronston for the use of his stellar performers, his menagerie, and thousands of tons of equipment for the making of "Circus World," a Paramount release which opens . . . . . at the . . . . . Theatre. This recently completed film stars John Wayne, Claudia Cardinale, Rita Hayworth, Lloyd Nolan, Richard Conte and John Smith.

After their final performance of the season, the Althoff Circus, bags, baggage, performers, equipment and elephants, all boarded a special 50-car express train from deep in the Austrian Alps; their destination, the port city of Barcelona.

Having crossed the Austrian and Swiss Alps, the special crack train proceeded through the French Alps to Lyons, where it awaited a clear track for the long jump southwest across the Massif Central and

along Mediterranean shores to the French frontier town of Cerbere. After border police and custom formalities were terminated, the Circus off-loaded and re-assembled on a narrow gauge Spanish train. From Port Bou, the train proceeded down the Costa Brava to its immediate destination, Barcelona, where the stars of "Circus World," along with Director Henry Hathaway were waiting to greet them at the railroad terminal.

Thus ended the longest circus haul in the history of the tanbark trail. Although the journey at times seemed somewhat tedious, still there wasn't a man, woman, child—or elephant aboard, who would have traded places with Hannibal and his Army having to slog their way across the Alps inch by inch, and foot by foot! The Alps remain just as they were back in the days of the Roman Empire, but one thing has at least changed for the better. Even the pachyderms are able to travel in comfort these days!



Still # CW-7

Mat 1-B

**JOHN WAYNE** plays courageous Matt Masters in Samuel Bronston's action-packed Wild West saga "Circus World," a Paramount release opening . . . . . at the . . . . . Theatre. Filmed in Technicolor and directed by Henry Hathaway, "Circus World" has a brilliant cast including Claudia Cardinale, Rita Hayworth, Lloyd Nolan, Richard Conte and John Smith.

## "Circus World" Star Claudia Cardinale Talks About Men And Marriage

Claudia Cardinale, who stars in Paramount's "Circus World," which opens . . . . . at the . . . . . Theatre, is not what she ostensibly appears to be. A warm, appealing Latin beauty, seemingly gregarious, she is quite the contrary. Living quietly in Rome, with her family, on the rare occasions that she does go out, Claudia shuns the nightlife of the Via Veneto. Instead, she enjoys the company of artists and writers, rather than the bon vivants and boulevardiers who frequent the bistros.

Says Miss Cardinale: "The kind of men I prefer are artistic by nature. I have a great fondness for paintings, especially the works of such brilliant young Italian contemporary artists as Vespignani and Muccini; also, I like to read a lot, and I enjoy the company of authors."

Claudia Cardinale's career as an actress skyrocketed when she first appeared in "Big Deal on Madonna Street." After that, came one impressive film after another, including Federico Fellini's "8½," and Visconti's "The Leopard," and culminating now with her co-starring role in Samuel Bronston's "Circus World."

Claudia said that as a result of working intimately with such American performers as John Wayne, Lloyd Nolan, and John Smith, she has revised her opinion of the American male.

"I had a misconception about American men," Claudia admits candidly. "The Babbitt type has become what many Europeans conceive of as the 'typical' American. Actually, of course, there is no such person. To my surprise, I learned that although John Wayne is generally cast as a western hero, quick on the draw, he enjoys playing a quiet game of chess."

Claudia went on to say that aside from the intellectual qualities, there were other attributes which attract her to men.

"A man does not have to be handsome according to the classic concept. No, the men I prefer—and the man I hope to marry—some day, will not have to look like a Greek god. He must be human—in every sense of the word. I look for warmth, sensitivity, with just a touch of fire and artistic temperament to add spice. Otherwise, marriage would be terribly dull."



Still # CW-165 Mat 1-C

**WHAT A WAY TO GO!** Lucky John Wayne goes half-way across Europe with beautiful Claudia Cardinale and glamorous Rita Hayworth in Samuel Bronston's exciting Wild West production "Circus World," a Paramount release opening . . . . . at the . . . . . Theatre. Filmed in Technicolor, it was directed by Henry Hathaway.



Still # CW-X 36 Mat 1-A  
**THE FATHER IMAGE?** John Wayne might be playing father to sumptuous Claudia Cardinale, but he's still the rough man of excitement in Samuel Bronston's "Circus World," a Paramount release which opens . . . . . at the . . . . . Theatre. Rita Hayworth, Lloyd Nolan, Richard Conte, and John Smith also co-star in this rousing Wild West drama filmed in Technicolor.

## Writer Signed as Adviser On "Circus World"

When it comes to knife throwing, most critics are usually at the tossing end. Alfredo Marquerie in that respect is unique.

The prominent Spanish drama critic and journalist once served as a human target for a knife thrower in an American circus; and at another time, achieved fame as the first journalist to enter a cageful of lions with a microphone for a radio interview with a famed lion tamer.

Having become an expert on the Big Top, devoting the past 30 years to virtually every aspect of it, Senor Marquerie was the logical choice of producer Samuel Bronston for technical adviser on "Circus World," a Paramount release which opens . . . . . at the . . . . . Theatre. Directed by Henry Hathaway, and shot in Technicolor the Bronston production co-stars John Wayne, Claudia Cardinale, Rita Hayworth, Lloyd Nolan, Richard Conte and John Smith.

Asked how it felt to be on the receiving end of a knife throwing act, Alfredo Marquerie shrugged it off: "For me," he said, "it was no more dangerous than writing about a poor performance given by a spitfire. There's nothing more threatening than the angry tongue of a woman scorned—especially if she's an actress!"

Title backgrounds for Samuel Bronston's "Circus World," a Paramount release which opens . . . . . at the . . . . . Theatre, were designed by celebrated Chinese-American artist Dong Kingman, whose drawings and water color sketches have been exhibited in galleries as well as museum in the U.S. and Europe. Kingman also drew the colorful titles for Bronston's "55 Days at Peking."

## Western Star John Smith Stars In Colorful "Circus World"

From Laramie, Wyoming, to Madrid, Spain, is hardly a hop, skip and a jump. Nevertheless John Smith accomplished this, not via jet flight, but strictly on his talents as an actor.

Smith came to public recognition when he was co-starred for several years in the television Western series, "Laramie."

Now he's making his first major starring motion picture appearance in Samuel Bronston's production, "Circus World," a Paramount release which opens . . . . . at the . . . . . Theatre.

Although "Circus World," was shot in different cities in Europe, John Smith doesn't feel as though he were quite a stranger. Despite the locale, he's playing a young recruit from the rodeo circus, featured as one of the stars of a Wild West Show on European tour.

To make things more comfortable for Smith is the fact that he appeared in "The High And The Mighty," which also starred John Wayne. So it was home on the range in Madrid for both of them.

Co-starring in "Circus World," are Claudia Cardinale, Rita Hayworth, Lloyd Nolan, and Richard Conte. Based on an original story by Philip Yordan, the screenplay was written by Ben Hecht and Julian Halevy. "Circus World," filmed in Technicolor, was directed by Henry Hathaway.



Still # CW-117 Mat 1-E  
**ROUGH AND TOUGH** are the words for John Wayne who stars with Claudia Cardinale and Rita Hayworth in Samuel Bronston's "Circus World," a Paramount release opening . . . . . at the . . . . . Theatre.

## Elephants Run Wild on "Circus World" Set

There's an old saying that: "an elephant never forgets." Well, for that matter, neither does Rita Hayworth forget—elephants!

In "Circus World," a Paramount release which opens . . . . . at the . . . . . Theatre, Rita had a brief and somewhat unpleasant encounter with a rampaging elephant during the filming of one of her scenes. At the alarm of "Fire!" in the Big Top, she was required to run out in front of a line of oncoming, stampeding pachyderms. One of the elephants, upset by the smoke and confusion, stopped dead in its tracks, turned around, looked at Rita Hayworth with a wild look in its eyes, and proceeded to rear up ominously.

Rita didn't stay to question—she fled, but not on cue. After several nervous retakes, she finally completed the scene.

Afterwards, Rita remarked to Director Henry Hathaway with relief in her voice: "Ordinarily, I like elephants. It's fun feeding peanuts to them. But when it comes to playing a fire scene, I'd much rather pack my trunk than theirs!"



Still # CW-102

Mat 2-B

**TIME OUT FOR SOME LOVING** is what Claudia Cardinale and John Smith are doing in a scene from Samuel Bronston's rousing "Circus World," a Paramount release opening . . . . . at the . . . . . Theatre. This exciting and action-filled Wild West saga also stars John Wayne, Rita Hayworth, Lloyd Nolan, and Richard Conte. Directed by Henry Hathaway, "Circus World" was filmed in spectacular Technicolor.

## "Circus World" Star John Wayne Says: "I Felt As If We Were Shooting A Western."

"Circus World," the new Samuel Bronston production which opens . . . . . at the . . . . . Theatre, is an example of how hands across the seas joined in the making of a colorful motion picture. The film was shot, for the most part, on location in Spain. Among its roster of stars are John Wayne, an American, and Claudia Cardinale who is Italian. Cinematographers are Jack Hildyard who hails from England and Claude Renoir from France.

Performing in the film is the Franz Althoff Circus, famous European circus, featuring stars coming from all parts of the globe. Henri Dantes, the fearless young lion tamer, playing precisely that role in the picture, comes from Germany. Technical adviser, Alfredo Marquerie is Spanish; though once he was featured in an American circus as a human target for a knife throwing act.

Besides the human performers, there are a variety of animals in "Circus World," such as elephants, camels, Watasi oxen, zebras, llamas, lions, polar bears, sea lions, and Malayan bears, all of whom were brought from their natural habitat.

The Althoff performers include specialty acts from France, Austria, Holland, Belgium, Germany, Turkey, Morocco, Denmark, Yugo-

slavia, and Mexico.

Directed by Henry Hathaway, an American, other U.S. stars besides John Wayne include Rita Hayworth, Lloyd Nolan, Richard Conte, and John Smith.

Regarding working with such a cosmopolitan group John Wayne remarked: "Since the circus is so international—most of the people associated with it have toured the United States as well as practically all over the world, I felt as much at home as if we were shooting a Western on location in Arizona instead of Spain. We all got along without any friction. It'd be great, if countries could learn to cooperate with each other as well as the different nationalities participating in a circus!"

"Circus World," was photographed in Technicolor.



Still # CW 2/9

Mat 2-C

**CAMELS AND CLAUDIA**—Claudia Cardinale befriends the camels and poses serenely during the shooting of Samuel Bronston's "Circus World," a Paramount release which opens . . . . . at the . . . . . Theatre. Filmed in Technicolor, "Circus World" also stars John Wayne, Rita Hayworth, Lloyd Nolan, Richard Conte, and John Smith.

## Saucy Rita Hayworth Plays Mother To Claudia Cardinale In "Circus World."

Rita Hayworth is playing her first mother role on screen in "Circus World", a Paramount release which opens ..... at the ..... Theatre, but as she says, "I'm doing what comes naturally." In the Samuel Bronston production, she plays the role of Claudia Cardinale's mother, herself a famous aerialist who has passed on her talent, to her daughter.

"This is the kind of mature role I've been waiting for," declared Rita, and added frankly, "After all, just how long can you go on playing glamour roles? I'm an actress, and to me a good dramatic part—like this one—is far more interesting than being just another cover girl. I've no desire to go back—I like to progress."

"Every actress draws on her own experience for her roles to some extent," continued Rita, "and I find that the rapport and companionship I have with my own children overflows into my scenes with Claudia. Especially as, in our later scenes, we are billed as an aerial duet. That needs real rapport."

Rapport is also the secret of her relationship with her two daughters, Becky and Yasmin—or Yassy, as Rita calls her fondly. "I think I've done a good job with them," says Rita thoughtfully, "and it's not been easy. But they are wonderful kids. Both have strong, but very different personalities. I sent them both to public school — I

thought it was better for them. I am pretty strict with them—but they also feel close enough to argue back with me on occasion."

Rita, like most mothers, loves to talk of her children. She particularly relishes the story of Becky, who visited Italy when she was seventeen and formed a romantic attachment for a boy there. When she returned home she asked Rita if she could go back to Europe to see him. "I love him mother," said Becky earnestly, "I want to be his secretary." Keeping a very straight face Rita answered, "That's fine dear, but if you finish college first you'll do a better job."

Rita takes her film work very seriously. When she retires, she invariably puts through instructions to the telephone operator, "No calls, except from my two children."

Dedicated actress and conscientious mother—the two qualities express Rita Hayworth, in and out of her role in "Circus World."



Still # CW-13 Mat 1-F

PLAYFUL CLAUDIA CARDINALE stars with John Wayne and Rita Hayworth in Samuel Bronston's exciting production of "Circus World," a Paramount release opening ..... at the ..... Theatre.



Still # CW-9 Mat 1-D

RUGGED JOHN WAYNE portrays Matt Masters in Samuel Bronston's exciting Wild West adventure "Circus World," a Paramount release, in Technicolor, opening ..... at the ..... Theatre.

## COLUMN ITEMS

As brave as they are, there's something even a liontamer is afraid to face. Dantes, the handsome, fearless, young trainer as an example of perfect type casting, plays what he is, visits the company doctor during shooting on "Circus World," a Paramount release which opens ..... at the ..... Theatre. Dantes winced as the medic jabbed him with the needle required booster shots. "This hurt me more than I hurt the big cats," said the intrepid Dantes, who without flinching, ordinarily quells a cageful of ferocious beasts.

A new use has been found for cork, besides filter tip cigarettes. 300 femme extras dumped from a capsized ship in Samuel Bronston's "Circus World," which opens ..... at the ..... Theatre, were fitted with specially designed cork corsets to keep them afloat. Likewise, 300 male extras wore cork belts as life preservers. None lost in the dunking. But the packs of cork tipped cigarettes carried by some, were completely ruined by water. "Circus World," is a Paramount release.

Two thousand year old horses are not only alive, but pulling wagons and carrying bareback riders in a Grand Parade for "Circus World," a Paramount release which opens ..... at the ..... Theatre. This really isn't as strange as it might seem. They happen to be the same steeds used in Bronston's "Fall of the Roman Empire." Instead of putting them out to pasture, the producer used 125 of them as circus horses. Directed by Henry Hathaway, "Circus World," co-stars John Wayne, Claudia Cardinale, Rita Hayworth, and Lloyd Nolan.

Samuel Bronston's "Circus World," a Paramount release which opens ..... at the ..... Theatre, added to its authenticity by using a collection of American and European circus posters, vintage 1910, the Golden Age of the Big Top. The posters serve as models for others featuring stars and acts in the film directed by Henry Hathaway, and co-starring John Wayne, Claudia Cardinale, Rita Hayworth, and Lloyd Nolan.

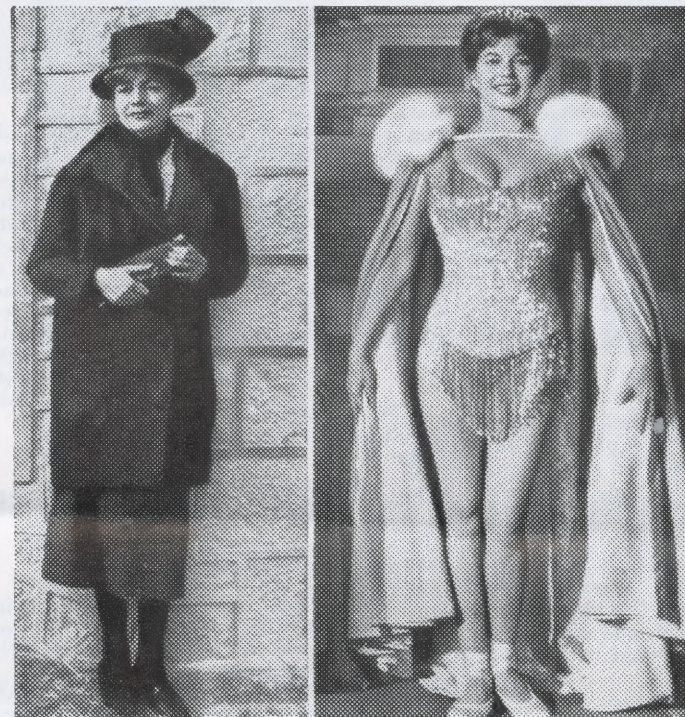
## SPECIAL PUBLICITY LAYOUTS



Mat 3-B

JOHN WAYNE RISKS LIFE AND LIMB IN "CIRCUS WORLD" It is no secret that stuntmen replace film stars in shooting dangerous scenes that require extreme skill and agility. John Wayne, a rare breed of man, refuses substitution and executes hazardous deeds with amazing dexterity. In Samuel Bronston's "Circus World," a Paramount release which opens ..... at the ..... Theatre, Wayne performs his dangerous and exciting role throughout the entire motion picture. Co-starring with him in a brilliant line-up are such notables as Rita Hayworth, Claudia Cardinale, Lloyd Nolan, Richard Conte and John Smith. Filmed in spectacular Technicolor, it was directed by Henry Hathaway.

BEFORE AND AFTER! Alluring Rita Hayworth in contrasting costumes and characterization for her role in Samuel Bronston's "Circus World," a Paramount release which opens ..... at the ..... Theatre. She makes her entrance as a down-on-her-luck performer and winds up in a blaze of glory. This bold Wild West saga also stars manly John Wayne and beautiful Claudia Cardinale—Lloyd Nolan, Richard Conte and John Smith. "Circus World," filmed in spectacular Technicolor, was directed by Henry Hathaway.



Mat 2-D



Mat 3-A

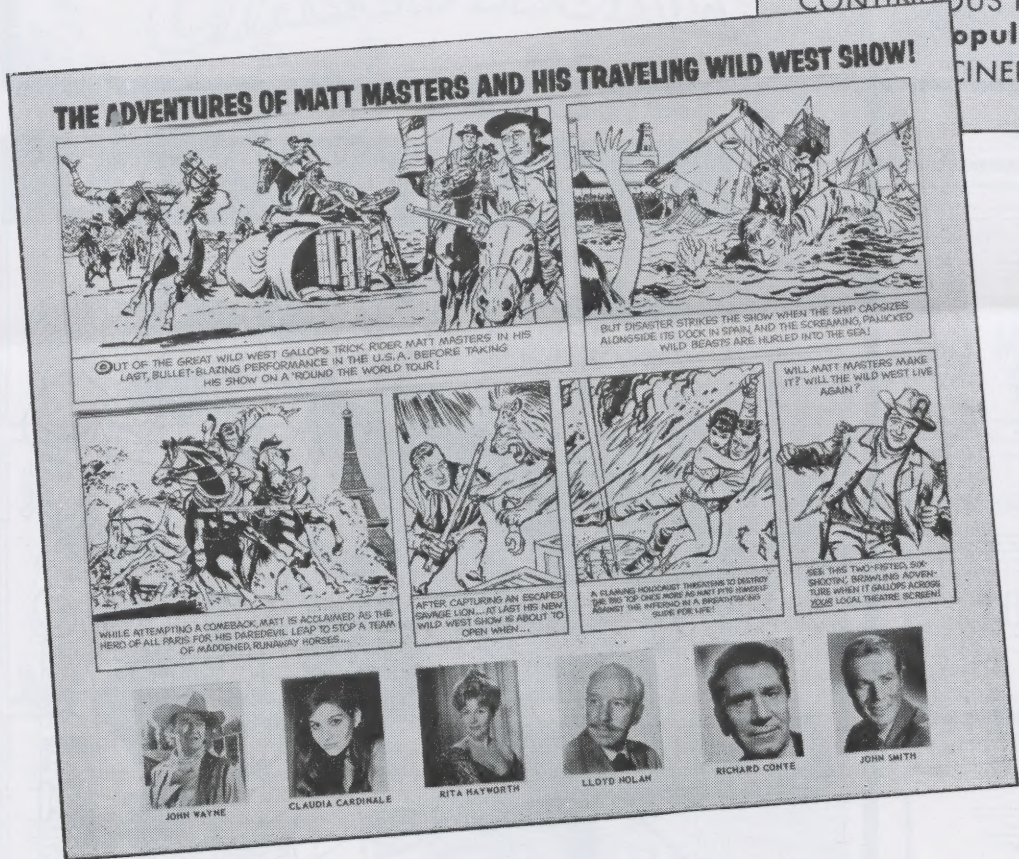
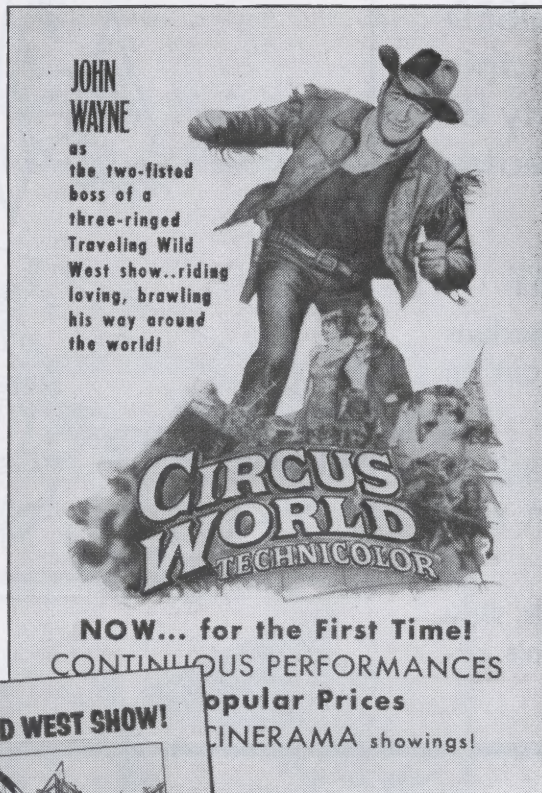
THE MAGNETIC MOODS OF CLAUDIA CARDINALE In Samuel Bronston's "Circus World," a Paramount release opening ..... at the ..... Theatre, Claudia Cardinale is a sensational attraction whether she's being glamorous, fighting Indians, or just taking bows. "Circus World," a thrilling Wild West adventure, has a star-studded cast which also includes John Wayne, Rita Hayworth, Lloyd Nolan, Richard Conte and John Smith. Directed by Henry Hathaway, it was filmed in vivid Technicolor.

# EXPLOITATION

## SENSATIONAL FOUR-COLOR TABLOID HERALD BUILDS ADDED BOXOFFICE SPARK!

Create added excitement for your playdate with this outstanding four-page, four-color, 8½ x 11 Tabloid Herald loaded with boxoffice 'sell' for "Circus World."

This Herald has space to imprint your theatre name, playdate, name of your second feature or even an ad for a local merchant who agrees to distribute the Herald and share in the already low cost. Containing action-packed photos and drawings of scenes and stars of "Circus World," it's extensive distribution will give maximum impact to your promotion.



### HOW TO EFFECTIVELY DISTRIBUTE THE HERALD

- Give them to your patrons prior to your playdate.
- Have merchants put them in bags and packages.
- Have a few youngsters deliver them door-to-door throughout your town.
- Have newspaper boys slip-sheet them into the local newspapers.
- Place them on the windshields of cars.
- Have hotels place them in each of their rooms.
- Make an arrangement with the local milkman to deliver them with the milk.
- Place them on the counters of local shops.
- Arrange with a local restaurant for them to be inserted into coats and jackets while hanging in the checkroom.

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Check or money order must accompany order

## FREE LOBBY SPOTS!

The lobby spots are a sensational gimmick that can effectively supplement your advance and current promotion of "Circus World" playdates at your theatre. They will help create an atmosphere of excitement about the film.

Gratis lobby spots for "CIRCUS WORLD" playdates, will be available to all exhibitors. This tremendous promotional item consists of a two-sided 45 rpm record. Side one (1) is played in advance of the picture in order to announce the coming arrival. Side two (2) is played during the running of the picture in order to announce the film as being a current attraction.

—In your lobby—use on any standard record-player.

—Over audio system—play lobby spots in your theatre during intermissions and at other appropriate times.

—On loudspeaker system—set up speakers in front of the boxoffice and play lobby spots outside of your theatre.

(Order from Paramount Field Advertising & Publicity Dept. — See Coupon on Back Page)

## TIE-UP STILLS



Sportswear  
CW-2/18



Fur Suppliers  
CW-119A



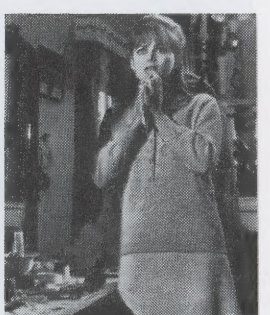
Beauty Salons  
CW-3



Hat Dealers  
CW-28



Outfitters  
CW #12



Sweaters  
CW-106

## COLORING CONTEST

Kids will have loads of fun with this exciting coloring contest especially created to project the robust fun, excitement and adventure of "CIRCUS WORLD."

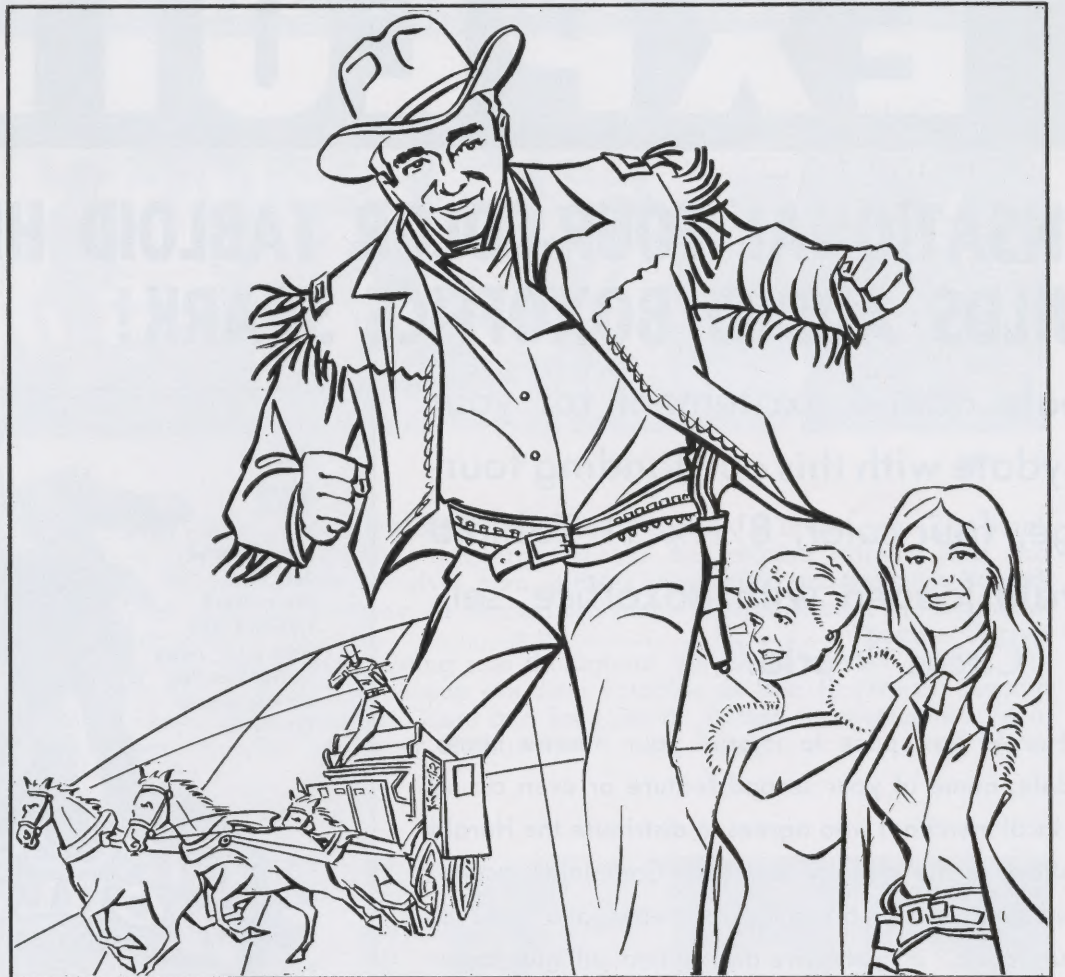
Available in a three-column mat from your local branch of National Screen Service, the COLORING CONTEST CAN BE USED AS AN EFFECTIVE SELLING AID. With this mat you can make up a large quantity of reproductions that include your theatre imprint and playdate.

### 3 WAYS TO USE THE CONTEST

Use the coloring contest as a herald. Have supermarkets stuff them in their packages and distribute them out on the street.

Plant the contest in local newspapers. Offer guest tickets to the winners and display the winning entries in your lobby.

Distribute copies of this coloring contest to schools, Boy and Girl Scout troops and various other children's organizations.



Mat 3-C

## SUNGLASSES MAKE BRIGHT PROMOTION TIE-IN

Although sunglasses may darken the world's image, add romance and mystery, FOSTER GRANT's extensive national promotion campaign will firmly direct the public spotlight on "CIRCUS WORLD."

FOSTER GRANT SUNGLASS CORPORATION, manufacturers of a large and popular selection of "shades," feature CLAUDIA CARDINALE wearing their sunglasses in full page, striking ads appearing in such widely circulated magazines as LIFE and LOOK. Full credit for "CIRCUS WORLD" is given a prominent position in every advertisement. This promotion provides a tremendous avenue for tie-ins.

Contact your local sunglass dealers, which encompasses a huge market including optometrists, drug stores, department stores, luncheonettes, railroad terminals, airports, and news-stands. Work out arrangements to plug the arrival and playdates of "CIRCUS WORLD" in your theatre in exchange for a lobby display telling where the sunglasses can be purchased. Or, write direct to Foster Grant Sunglass Corp., Leominster, Mass.

## DELUXE JEWELRY TIE-IN

Tasteful, colorful and distinctive are the words for "CIRCUS WORLD JEWELRY," created in original designs by PETER LINDEMAN. This new collection, styled on inspiration from the film, is set in a handsome red velvet display which gives full credit to "CIRCUS WORLD."



PETER LINDEMAN is distributing his attractive and beautiful ensemble with the striking display to his prestige jewelers throughout the country. The "CIRCUS WORLD" collection will not only woo people with glittering jeweled delicacies, but will also stimulate a fascinating interest in the source of inspiration.

Get in touch with local dealers and make certain this carefully planned promotion and tie-in works to your best advantage in your community. Provide contacts with any accessories that will add prominence to his display and help publicize the arrival and playdates of "CIRCUS WORLD."

## SPECIAL ART



Still CW/X/1

Mat 2 E

(IMPRESSION BY FAMED CARICATURIST CRISTIANO)

ACTION IS THE PASSWORD in Samuel Bronston's rousing production of "Circus World," a Paramount release which opens ..... at the ..... Theatre. John Wayne supplies the excitement and fast-paced adventure along with John Smith, who is depicted above in a romantic embrace with beautiful Claudia Cardinale as glamorous Rita Hayworth looks on. The thrilling Wild West saga also includes Lloyd Nolan and Richard Conte as part of the brilliant cast. Filmed in Technicolor, "Circus World" was directed by Henry Hathaway.

# MERCHANTS CO-OP AD HEADER!

Merchants in your area who handle such products as records, jewelry, cosmetics, dresses, etc., can easily be convinced of the idea of sharing a cooperative newspaper page with you. They'll want to cash in on the "CIRCUS WORLD" promotion campaign. This co-op will also contain an ad for the film as well as an announcement of the playdate at your theatre (See illustration).

It is also probable that you could sell the idea to a department store, who in turn could use the page for advertising any of its departments.

Either way, this co-op is an excellent promotion for "CIRCUS WORLD" and the word-of-mouth that it stirs up will be of great benefit to you.

These co-op headers are available in 8 columns (mat 8A) and 5 columns (mat 5A) from your local branch of National Screen Service.

## EXPLOITATION TIPS

- Circulate a few men, dressed in flashy cowboy outfits, throughout the main streets of your town. Have them carry signs on their backs which say: WE'RE HAVING A ROUND UP AT THE . . . . . THEATRE TO SEE "CIRCUS WORLD," THE ROUGHEST AND TOUGHEST WILD WEST SHOW OF ALL TIME.
- Have life-sized cut-outs of John Wayne, Claudia Cardinale, and Rita Hayworth outside of your theatre. Set each in a different ring stenciled on the sidewalk (as in a three-ring circus). Arrange to have a barker in front of the box office call attention to a SPECIAL THREE-RING PERFORMANCE OF ACTION AND EXCITEMENT BY JOHN WAYNE, CLAUDIA CARDINALE AND RITA HAYWORTH IN "CIRCUS WORLD"—A BOLD AND DARING WILD WEST SAGA IS WAITING FOR YOU INSIDE.
- Arrange to have a special western 'dress-up' contest held at your theatre. Provide free passes and other prizes to the wearers of the most outstanding cowboy outfits.
- Contact local merchants and have them put signs in their windows which say: FOR THE BEST IN . . . . ., TRY OUR STORE, FOR THE BEST IN WILD WEST EXCITEMENT, SEE "CIRCUS WORLD," OPENING . . . . . AT THE . . . . . THEATRE.
- Run special showings of "Circus World" during which holders of lucky number stubs will receive a full refund on their ticket. Place signs around your town announcing time and dates for "CIRCUS WORLD" REFUND SPECIAL.

## LIVE RADIO SPOTS

### 30-Second Spot

Mighty JOHN WAYNE plays rough and tough Matt Masters in Samuel Bronston's history-making, action-packed Wild West saga "CIRCUS WORLD." Filled with bold and daring life-death clinches, this spectacular Technicolor production blazes a never-to-be-forgotten trail across half of Europe. See JOHN WAYNE with beautiful CLAUDIA CARDINALE, glamorous RITA HAYWORTH, LLOYD NOLAN, RICHARD CONTE and JOHN SMITH in "CIRCUS WORLD," a new and exciting Paramount release opening . . . . . at the . . . . . Theatre.

### 20-Second Spot

Rough and tough are the words for mighty JOHN WAYNE in Samuel Bronston's action-packed, Wild West saga "CIRCUS WORLD." Filled with bold and daring life-death stunts, this magnificent Technicolor production also co-stars CLAUDIA CARDINALE, RITA HAYWORTH, LLOYD NOLAN, RICHARD CONTE and JOHN SMITH. See "CIRCUS WORLD," a Paramount release opening . . . . . at the . . . . . Theatre.

### 10-Second Spot

See JOHN WAYNE, CLAUDIA CARDINALE and RITA HAYWORTH in Samuel Bronston's exciting and daring Wild West saga "CIRCUS WORLD," a Paramount release in Technicolor opening . . . . . at the . . . . . Theatre.

## MATERIALS CHECK LIST

### ACCESSORIES

### REGULAR THEATRE TRAILER

(Order from your local branch of National Screen Service)

### FREE: TV TRAILERS AND TELOP CARD

Available is ONE 60-Second Spot, TWO 20-Second Spots and ONE 10-Second Spot. Also available is a TV TELOP CARD. (Order from Paramount Pictures Field Advertising & Publicity Dept.—See coupon on back page)

### FREE: RADIO SPOT ANNOUNCEMENTS

Available are TWO 60-Second Spots, TWO 30-Second Spots, TWO 20-Second Spots and ONE 10-Second Spot. (Order from Paramount Pictures Field Advertising & Publicity Dept.—See coupon on back page)

### FREE: SPECIAL LOBBY SPOT ANNOUNCEMENT

Available is a special lobby spot announcement which is bound to catch the attention of everyone who hears it. Play this spot as far in advance of your playdate as possible. Also play the spot during your engagement to let everyone know that "CIRCUS WORLD" has arrived.

(Order from Paramount Pictures Field Advertising & Publicity Dept.—See coupon on back page)

# ADVERTISING

**SAMUEL BRONSTON** PRESENTS

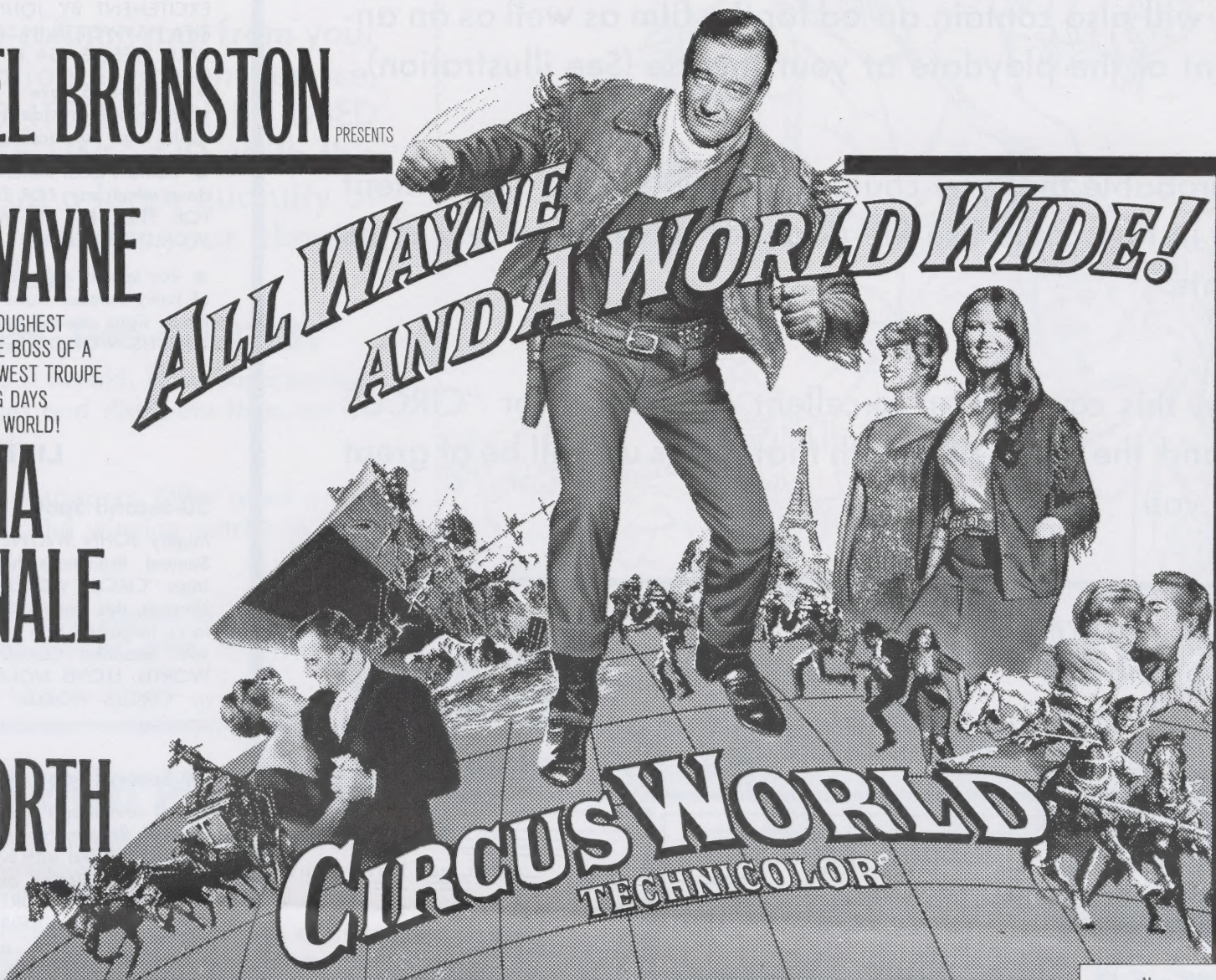
**JOHN WAYNE**

THE BIG MAN AT HIS ROUGHEST  
AND TOUGHEST AS THE BOSS OF A  
GLOBE-GIRDLING WILD WEST TROUPE  
BACK IN THE BRAWLING DAYS  
OF THE YOUNG CIRCUS WORLD!

**CLAUDIA  
CARDINALE**

**RITA  
HAYWORTH**

**ALL WAYNE  
AND A WORLD WIDE!**



ALSO STARRING **LLOYD RICHARD JOHN**  
**NOLAN · CONTE · SMITH** DIRECTED BY HENRY HATHAWAY · MUSIC BY DIMITRI TIOMKIN  
SCREENPLAY BY BEN HECHT, JULIAN HALEVY & JAMES EDWARD GRANT  
STORY BY PHILIP YORDAN AND NICHOLAS RAY · EXECUTIVE ASSOCIATE PRODUCER, MICHAEL WASZYNSKI  
PRODUCED BY SAMUEL BRONSTON · PHOTOGRAPHED IN TECHNIRAMA®

Now  
for the first time!  
**CONTINUOUS  
PERFORMANCES**  
at popular prices!  
DIRECT FROM  
**CINERAMA**  
SHOWINGS!



5 COLS. x { 120 LINES.....600 LINES  
8 1/2 inches.....42 1/2 inches

**MAT 501 S**

ALSO AVAILABLE IN

4 COLS. x { 100 LINES.....400 LINES  
7 inches.....28 inches

**MAT 401 S**

All advertising material in this press book, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.



All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Avenue, New York City 36, N. Y.

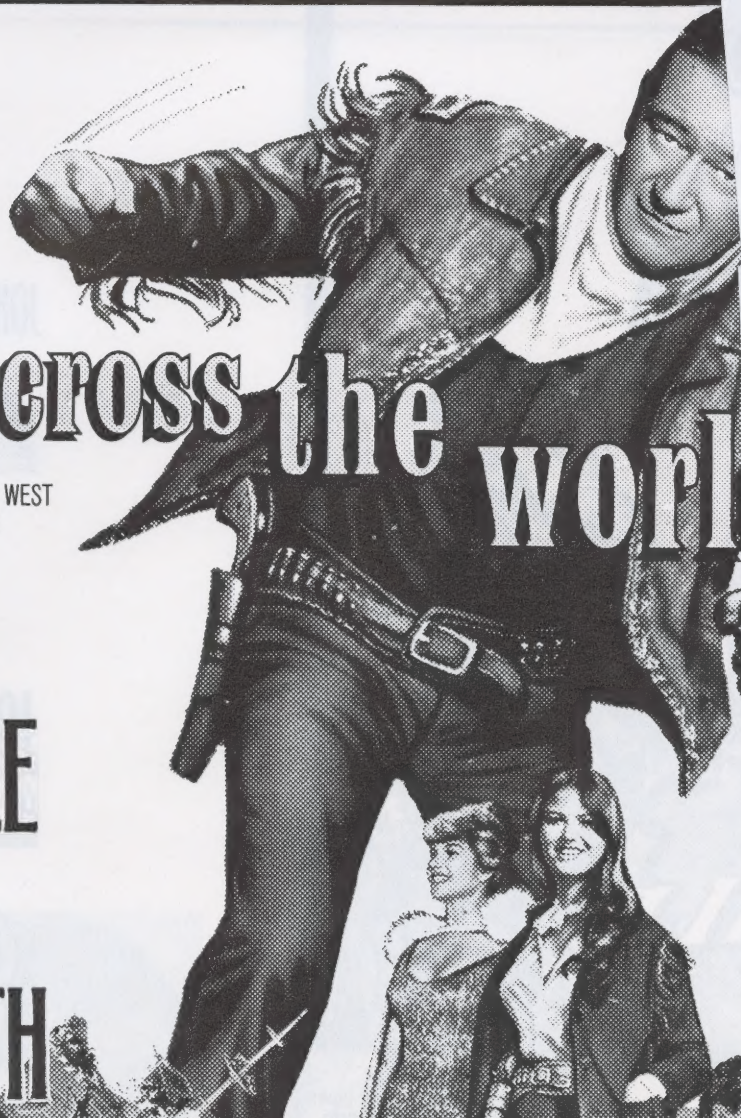


**JOHN WAYNE**

**wild across the world**

WAYNE'S THE TWO-FISTED BOSS OF A THREE-RING TRAVELING WILD WEST SHOW... RIDING, LOVING, BRAWLING HIS WAY AROUND THE WORLD!

**CLAUDIA CARDINALE**  
**RITA HAYWORTH**



**CIRCUS WORLD**  
TECHNICOLOR

ALSO STARRING

**LLOYD NOLAN · RICHARD CONTE · JOHN SMITH**

DIRECTED BY HENRY HATHAWAY

3 COLS. x { 133 LINES.....400 LINES  
9 1/2 inches.....28 1/2 inches

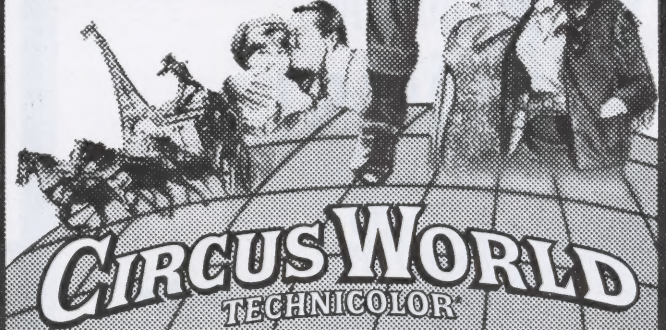
**MAT 303 S**

**SAMUEL BRONSTON** PRESENTS

**JOHN WAYNE**  
**wild across the world!**

WAYNE'S THE TWO-FISTED BOSS OF A THREE-RING TRAVELING WILD WEST SHOW... RIDING, LOVING, BRAWLING HIS WAY AROUND THE WORLD!

**CLAUDIA CARDINALE**  
**RITA HAYWORTH**



**CIRCUS WORLD**  
TECHNICOLOR

ALSO STARRING

**LLOYD NOLAN · RICHARD CONTE · JOHN SMITH**

DIRECTED BY HENRY HATHAWAY · MUSIC BY DIMITRI TIOMKIN · SCREENPLAY BY BEN HECHT, JULIAN HALEVY & JAMES EDWARD GRANT · STORY BY PHILIP YORDAN AND NICHOLAS RAY · EXECUTIVE ASSOCIATE PRODUCER, MICHAEL WASZYNSKI · PRODUCED BY SAMUEL BRONSTON · PHOTOGRAPHED BY TECHNIRAMA®

2 COLS. x { 95 LINES... 190 LINES  
7 inches... 14 inches

**MAT 204 S**

**SAMUEL BRONSTON** PRESENTS

**JOHN WAYNE WILD ACROSS THE WORLD!**

**CLAUDIA CARDINALE**  
**RITA HAYWORTH**



**CIRCUS WORLD**  
TECHNICOLOR

ALSO STARRING

**LLOYD NOLAN · RICHARD CONTE · JOHN SMITH**

DIRECTED BY HENRY HATHAWAY · MUSIC BY DIMITRI TIOMKIN · SCREENPLAY BY BEN HECHT, JULIAN HALEVY & JAMES EDWARD GRANT · STORY BY PHILIP YORDAN AND NICHOLAS RAY · EXECUTIVE ASSOCIATE PRODUCER, MICHAEL WASZYNSKI · PRODUCED BY SAMUEL BRONSTON · PHOTOGRAPHED BY TECHNIRAMA®

2 COLS. x { 75 LINES... 150 LINES  
5 1/2 inches... 11 inches

**MAT 203 S**

**SAMUEL BRONSTON** PRESENTS



**JOHN WAYNE**

**AT HIS TOUGHEST!**

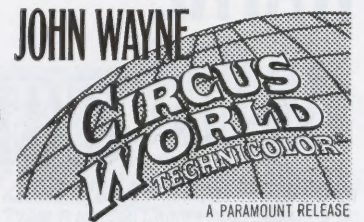
RIDING, LOVING, ROARING  
HIS WAY AROUND THE WORLD  
IN THE HEYDAY OF THE BUFFALO BILL  
WILD WEST TRAVELING CIRCUS!

**CLAUDIA CARDINALE**  
**RITA HAYWORTH**

**CIRCUS WORLD**  
TECHNICOLOR

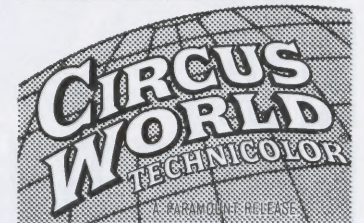
ALSO STARRING **LLOYD RICHARD JOHN**  
**NOLAN · CONTE · SMITH** DIRECTED BY HENRY HATHAWAY · MUSIC BY DIMITRI TIOMKIN  
SCREENPLAY BY BEN HECHT, JULIAN HALEVY & JAMES EDWARD GRANT  
STORY BY PHILIP YORDAN AND NICHOLAS RAY · EXECUTIVE ASSOCIATE PRODUCER, MICHAEL WASZYNSKI  
PRODUCED BY SAMUEL BRONSTON · PHOTOGRAPHED IN TECHNIRAMA®

Now  
for the first time!  
**CONTINUOUS**  
**PERFORMANCES**  
at popular prices!  
DIRECT FROM  
**CINERAMA**  
SHOWINGS!



BOTH MIDGETS  
ON MAT 1015

**JOHN WAYNE**  
at his toughest!



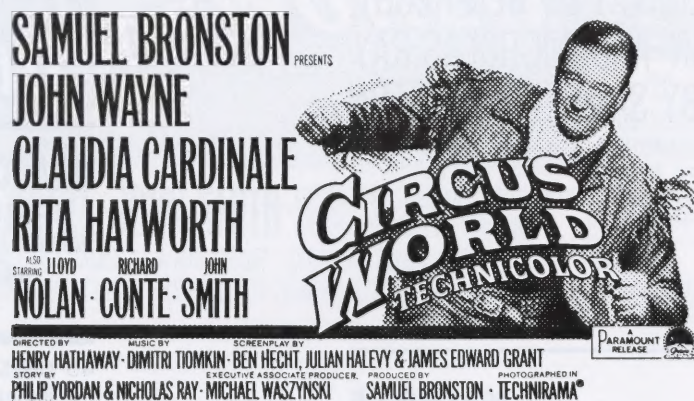
4 COLS. x { 125 LINES.....500 LINES  
9 inches.....36 inches

**MAT 402 S**

ALSO AVAILABLE IN

3 COLS. x { 92 LINES.....276 LINES  
6 1/2 inches ..... 18 1/2 inches

**MAT 301 S**



2 COLS. x { 33 LINES.....66 LINES  
2 1/2 inches..... 5 inches

**MAT 2015**

**SAMUEL BRONSTON** PRESENTS

**JOHN WAYNE**

**CLAUDIA  
CARDINALE**  
**RITA  
HAYWORTH**

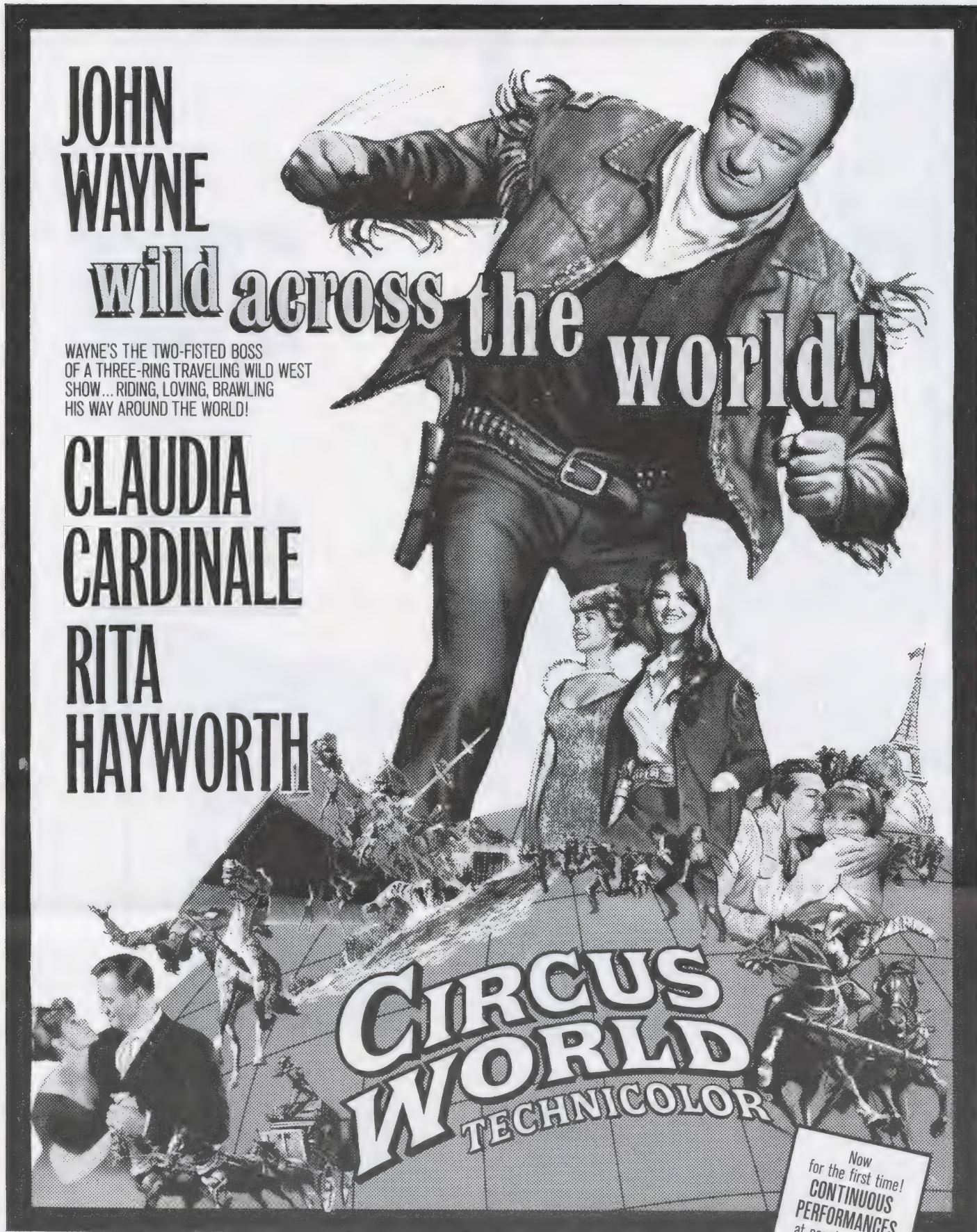
**CIRCUS  
WORLD**  
TECHNICOLOR

ALSO STARRING **LLOYD RICHARD JOHN** DIRECTED BY HENRY HATHAWAY · MUSIC BY DIMITRI TIOMKIN  
**NOLAN · CONTE · SMITH** SCREENPLAY BY BEN HECHT, JULIAN HALEVY & JAMES EDWARD GRANT  
STORY BY PHILIP YORDAN & NICHOLAS RAY · EXECUTIVE ASSOCIATE PRODUCER, PRODUCED BY MICHAEL WASZYNSKI · PHOTOGRAPHED IN  
SAMUEL BRONSTON · TECHNIRAMA®

2 COLS. x { 50 LINES... 100 LINES  
3 1/2 inches... 7 inches

**MAT 2025**

**SAMUEL BRONSTON** PRESENTS



**JOHN WAYNE**

**wild across the world!**

WAYNE'S THE TWO-FISTED BOSS OF A THREE-RING TRAVELING WILD WEST SHOW... RIDING, LOVING, BRAWLING HIS WAY AROUND THE WORLD!

**CLAUDIA CARDINALE**

**RITA HAYWORTH**

**CIRCUS WORLD**  
TECHNICOLOR

Now for the first time!  
**CONTINUOUS PERFORMANCES**  
at popular prices!  
DIRECT FROM CINERAMA SHOWINGS!

ALSO STARRING **LLOYD NOLAN · RICHARD CONTE · JOHN SMITH**  
DIRECTED BY HENRY HATHAWAY · MUSIC BY DIMITRI TIOMKIN · SCREENPLAY BY BEN HECHT, JULIAN HALEVY & JAMES EDWARD GRANT · STORY BY PHILIP YORDAN AND NICHOLAS RAY  
EXECUTIVE ASSOCIATE PRODUCER, MICHAEL WASZYNSKI · PRODUCED BY SAMUEL BRONSTON  
PHOTOGRAPHED IN TECHNIRAMA®

4 COLS. x { 178 LINES.....712 LINES  
12½ inches.....50 inches

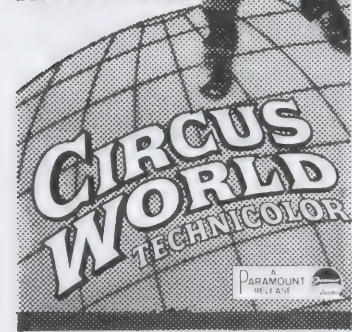
**MAT 403 S**

◀ **PULL-OUT**

**SAMUEL BRONSTON**

PRESENTS **JOHN WAYNE**

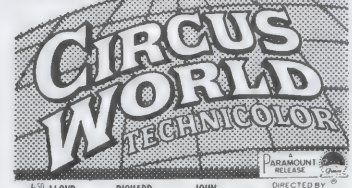
**CLAUDIA CARDINALE**  
**RITA HAYWORTH**



ALSO STARRING **LLOYD NOLAN · RICHARD CONTE · JOHN SMITH**  
DIRECTED BY HENRY HATHAWAY · MUSIC BY DIMITRI TIOMKIN  
SCREENPLAY BY BEN HECHT, JULIAN HALEVY & JAMES EDWARD GRANT  
EXECUTIVE ASSOCIATE PRODUCER, MICHAEL WASZYNSKI  
STORY BY PHILIP YORDAN & NICHOLAS RAY · PHOTOGRAPHED IN  
PRODUCED BY SAMUEL BRONSTON · TECHNIRAMA®

90 LINES  
6 ½ inches **MAT 103S**

**SAMUEL BRONSTON** PRESENTS **JOHN WAYNE** at his toughest!  
**CLAUDIA CARDINALE**  
**RITA HAYWORTH**



ALSO STARRING **LLOYD NOLAN · RICHARD CONTE · JOHN SMITH**  
DIRECTED BY HENRY HATHAWAY · MUSIC BY DIMITRI TIOMKIN  
SCREENPLAY BY BEN HECHT, JULIAN HALEVY & JAMES EDWARD GRANT  
EXECUTIVE ASSOCIATE PRODUCER, MICHAEL WASZYNSKI  
STORY BY PHILIP YORDAN & NICHOLAS RAY · PHOTOGRAPHED IN  
PRODUCED BY SAMUEL BRONSTON · TECHNIRAMA®

45 LINES  
3 inches **MAT 102S**

# SPECIAL AD

FOR

MULTIPLE

RUNS!



**SAMUEL BRONSTON** PRESENTS

**JOHN WAYNE**

**AT HIS TOUGHEST!**

RIDING, LOVING, ROARING HIS WAY AROUND THE WORLD IN THE HEYDAY OF THE BUFFALO WILD WEST TRAVELING CIRCUS

**CLAUDIA CARDINALE**  
**RITA HAYWORTH**

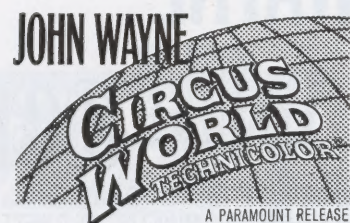


ALSO STARRING **LLOYD NOLAN** · **RICHARD CONTE** · **JOHN SMITH**  
STORY BY PHILIP YORDAN AND NICHOLAS RAY  
PRODUCED BY SAMUEL BRONSTON

4 COLS. x { 79 LINES  
5 3/4 inches

**STARTS TODAY!**

AT THESE CONVENIENTLY LOCATED THEATRES!



A PARAMOUNT RELEASE

BOTH MIDGETS ON MAT 1015

**JOHN WAYNE**  
**at his toughest!**



A PARAMOUNT RELEASE

**SAMUEL BRONSTON** PRESENTS

**JOHN WAYNE WILD ACROSS THE WORLD**

**CLAUDIA CARDINALE**  
**RITA HAYWORTH**



Wayne's the two-fisted... of a three-ring traveling Show...riding, loving, br his way around the v

**CIRCUS WORLD**  
TECHNICOLOR

ALSO STARRING **LLOYD NOLAN** · **RICHARD CONTE** · **JOHN SMITH** DIRECTED BY HENRY HATHAWAY  
MUSIC BY DIMITRI TIOMKIN  
SCREENPLAY BY BEN HECHT, JULIAN HALEVY & JAMES EDWARD GRANT · STORY BY PHILIP YORDAN AND NICHOLAS RAY  
EXECUTIVE ASSOCIATE PRODUCER, MICHAEL WASZYNSKI · PRODUCED BY SAMUEL BRONSTON · PHOTOGRAPHED IN TECHNIRAMA

Now for the first time!  
**CONTINUOUS PERFORMANCES**  
at popular prices!  
DIRECT FROM **CINERAMA** SHOWINGS!

MITRI TIOMKIN  
JAMES EDWARD GRANT  
& MICHAEL WASZYNSKI  
A PARAMOUNT RELEASE

Now for the first time!  
**CONTINUOUS PERFORMANCES**  
at popular prices!  
DIRECT FROM **CINERAMA** SHOWINGS!

**MAT 402 S**

**MAT 301 S**

**SAMUEL BRONSTON** PRESENTS

**JOHN WAYNE**



Story by PHILIP YORDAN AND NICHOLAS RAY	35%
Executive Associate Producer, MICHAEL WASZYNSKI	35%
Produced by SAMUEL BRONSTON	35%
Photographed in Super Technirama—70 <sup>®</sup> Technicolor <sup>®</sup>	35%
A Paramount Release	20%

3 COLS. x { 100 LINES.....300 LINES  
7 inches.....21 inches

**MAT 302 S**

# COMPLETE CAMPAIGN MAT . . . ORDER SPECIAL MAT No. 1

All these ads  
and scenes on  
one mat →



**SAMUEL BRONSTON** PRESENTS  
**JOHN WAYNE WILD ACROSS THE WORLD!**

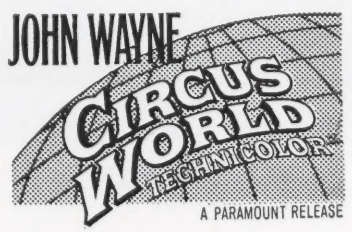
**CLAUDIA  
CARDINALE  
RITA  
HAYWORTH**



**CIRCUS WORLD**  
TECHNICOLOR

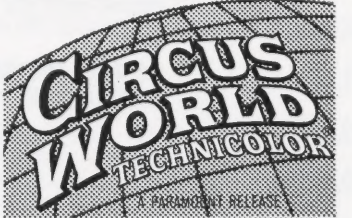
ALSO STARRING LLOYD RICHARD JOHN  
NOLAN · CONTE · SMITH DIRECTED BY HENRY HATHAWAY · MUSIC BY  
DIMITRI TIOMKIN · SCREENPLAY BY BEN HECHT,  
JULIAN HALEVY & JAMES EDWARD GRANT  
STORY BY PHILIP YORDAN AND NICHOLAS RAY · EXECUTIVE ASSOCIATE PRODUCER,  
MICHAEL WASZYNSKI · PRODUCED BY SAMUEL BRONSTON PHOTOGRAPHED IN TECHNIRAMA®

**SAMUEL BRONSTON**  
PRESENTS  
**JOHN WAYNE**  
at his toughest!  
**CLAUDIA CARDINALE  
RITA HAYWORTH**



ALSO STARRING LLOYD RICHARD JOHN  
NOLAN · CONTE · SMITH DIRECTED BY HENRY HATHAWAY  
MUSIC BY  
DIMITRI TIOMKIN  
SCREENPLAY BY  
BEN HECHT, JULIAN HALEVY & JAMES EDWARD GRANT  
STORY BY  
PHILIP YORDAN & NICHOLAS RAY EXECUTIVE ASSOCIATE PRODUCER,  
MICHAEL WASZYNSKI  
PRODUCED BY  
SAMUEL BRONSTON PHOTOGRAPHED IN  
TECHNIRAMA®

**JOHN WAYNE**  
at his toughest!



**SAMUEL BRONSTON** PRESENTS  
**JOHN WAYNE**  
**CLAUDIA CARDINALE**  
**RITA HAYWORTH**  
**NOLAN · CONTE · SMITH**

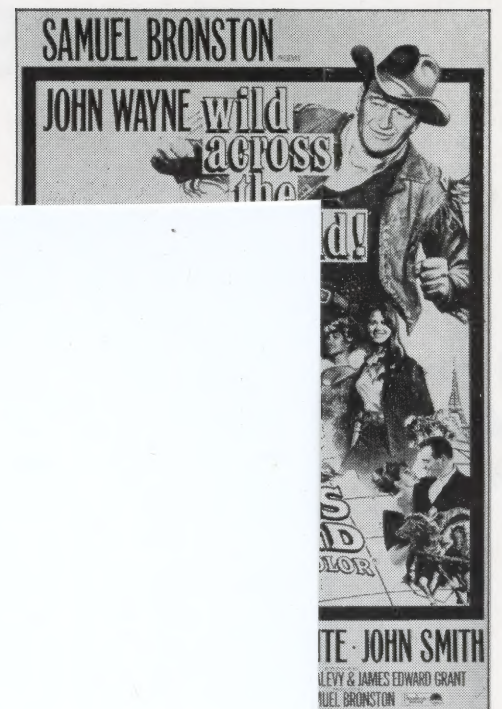


DIRECTED BY HENRY HATHAWAY · MUSIC BY  
DIMITRI TIOMKIN · SCREENPLAY BY  
BEN HECHT, JULIAN HALEVY & JAMES EDWARD GRANT  
STORY BY  
PHILIP YORDAN & NICHOLAS RAY · EXECUTIVE ASSOCIATE PRODUCER,  
MICHAEL WASZYNSKI · PRODUCED BY  
SAMUEL BRONSTON · TECHNIRAMA®

These mats may be ordered singly by number at the regular price. Individual mats are shown on the advertising and publicity pages.



TWENTY FOUR SHEET

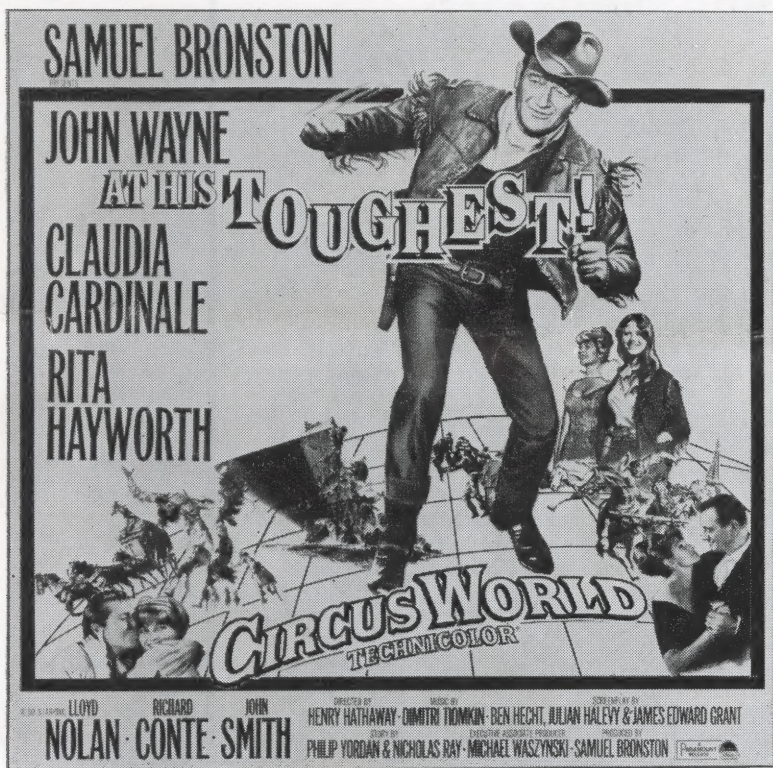


**POSTERS A**

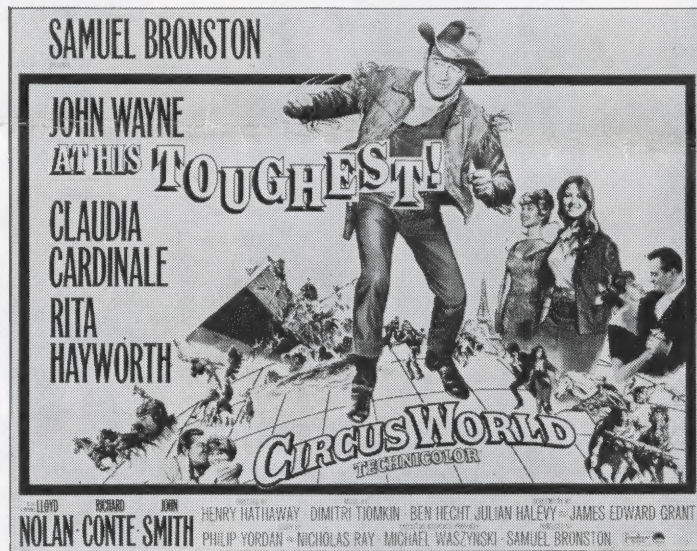
SET OF EIGHT 11 x 14's • WINDOW CARD

14 x 36 INSERT CARD • 40 x 60 POSTER

Order from National Screen Service (See Coupon)



SIX SHEET



22 x 28 LOBBY PHOTO B



THREE-SHEET

Printed in U. S. A.

**"CIRCUS WORLD" Order Blank**

To: **PARAMOUNT PICTURES FIELD ADVERTISING AND PUBLICITY DEPT.**

1501 Broadway, New York, N. Y. 10036

Note: In Canada order from your local Paramount Branch

Date \_\_\_\_\_

Please send me the following material on "CIRCUS WORLD"

\_\_\_\_\_ sets of FREE Radio Spots (to be used on station \_\_\_\_\_)

\_\_\_\_\_ sets of FREE TV Trailers (to be used on station \_\_\_\_\_)

\_\_\_\_\_ Telop Cards—FREE

\_\_\_\_\_ Special Lobby Spot—FREE

Theatre \_\_\_\_\_ Playdate \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

FOR EASE  
IN  
ORDERING  
CLIP  
ORDER  
BLANK  
AND  
PASTE ON  
POST  
CARD

**"CIRCUS WORLD" Order Blank**

To: **NATIONAL SCREEN SERVICE CORPORATION**

**IMPORTANT!**  
Fill in your local  
NSS branch address

Please send the following advertising accessories for "CIRCUS WORLD" in addition to my normal standing order.

• FOR MY BILLBOARD POSTING CAMPAIGN AND MOUNTED CUT-OUT PURPOSES

- \_\_\_\_\_ One Sheets
- \_\_\_\_\_ Three Sheets
- \_\_\_\_\_ Six Sheet
- \_\_\_\_\_ Twenty-Four Sheets
- \_\_\_\_\_ 40 x 60 Poster

• FOR AWAY-FROM-THEATRE ADVERTISING

- \_\_\_\_\_ 14 x 22 Window Cards
- \_\_\_\_\_ Sets of 11 x 14 Photos
- \_\_\_\_\_ 22 x 28 Photos
- \_\_\_\_\_ 14 x 36 Insert Cards
- \_\_\_\_\_ B & W Stills (B set)

• FOR MY NEWSPAPER ADVERTISING CAMPAIGN

- \_\_\_\_\_ Scene Mats, Nos. \_\_\_\_\_
- \_\_\_\_\_ 1 Col. Mats, Nos. \_\_\_\_\_
- \_\_\_\_\_ 2 Col. Mats, Nos. \_\_\_\_\_
- \_\_\_\_\_ 3 Col. Mats, Nos. \_\_\_\_\_
- \_\_\_\_\_ 4 Col. Mats, Nos. \_\_\_\_\_
- \_\_\_\_\_ 5 Col. Mats, Nos. \_\_\_\_\_
- \_\_\_\_\_ 6 Col. Mats, Nos. \_\_\_\_\_

Special #1 \_\_\_\_\_

Theatre \_\_\_\_\_ Playdate \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**Scanned from the collections of the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



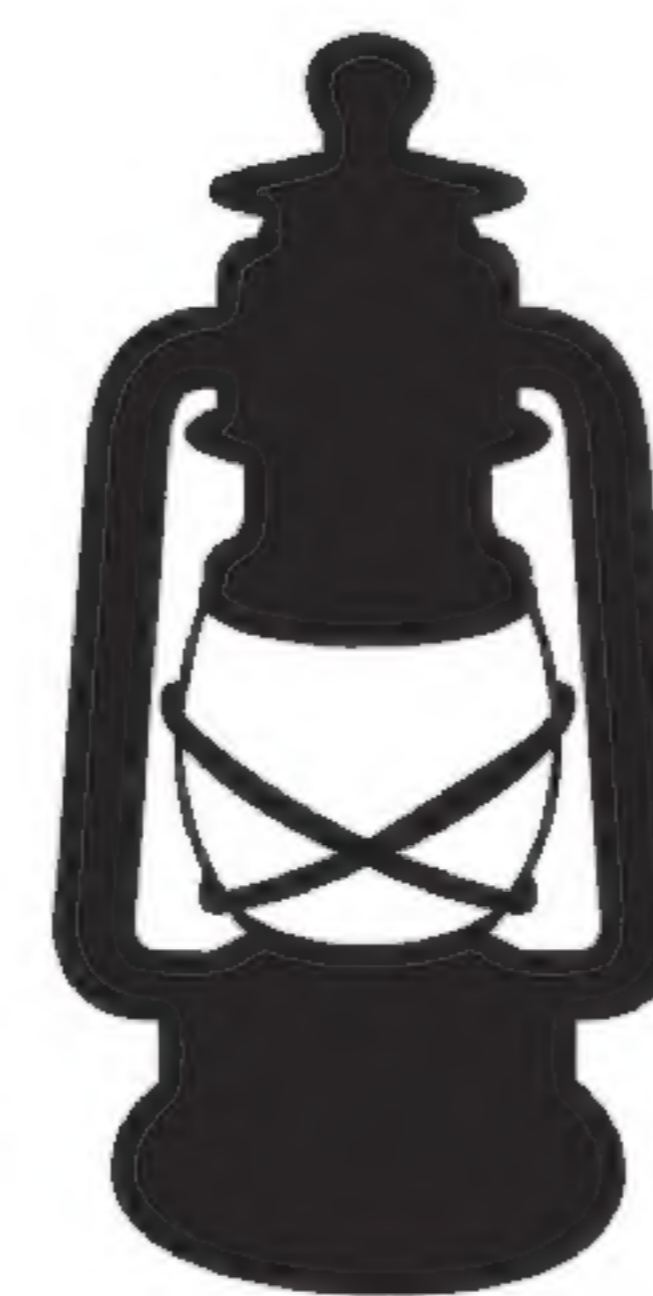
**Wisconsin Center**  
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA**

**HISTORY**

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[www.mediahistoryproject.org](http://www.mediahistoryproject.org)